





FOOD 2012

Thanksgiving Coffee CO INC
Rank 35 of 44

**THANKS
GIVING
COFFEE**

The relative strengths and weaknesses of Thanksgiving Coffee CO INC are analyzed with respect to the market average, including all of its competitors. We analyzed all variables having an effect on the Economic Capital Ratio.

The greatest strength of Thanksgiving Coffee CO INC compared to the market average is the variable Revenues, increasing the Economic Capital Ratio by 59% points. The greatest weakness of Thanksgiving Coffee CO INC is the variable Other Expenses, reducing the Economic Capital Ratio by 174% points.

The company's Economic Capital Ratio, given in the ranking table, is 129%, being 37% points below the market average of 165%.

| Input Variable | Value in 1000 USD |
|------------------------------------|-------------------|
| Assets, Current | 822 |
| General and administrative Expense | 0 |
| Intangible Assets | 2.0 |
| Liabilities, Current | 634 |
| Liabilities, Long Term | 0 |
| Other Assets | 0.55 |
| Other Compr. Net Income | 0 |
| Other Expenses | 4,512 |
| Other Liabilities | 116 |
| Other Net Income | 241 |
| Other Revenues | 4,292 |
| Property and equipment | 402 |
| Selling and Marketing Expense | 0 |

| Output Variable | Value in 1000 USD |
|-----------------------------|-------------------|
| Assets | 1,227 |
| Liabilities | 750 |
| Expenses | 4,512 |
| Revenues | 4,292 |
| Stockholders Equity | 477 |
| Net Income | 21 |
| Comprehensive Net Income | 21 |
| BaseVar | 10,124 |
| ECR before LimitedLiability | 55% |
| Economic Capital Ratio | 129% |